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By Fred Searle

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Coregeo appoints new marketing managers

Lacey Bradshaw and Lisa Kerr join fresh produce marketer as it looks to strengthen product portfolio and continue success of Tenderstem brand



Lacey Bradshaw has joined as marketing manager for Tenderstem

The fresh produce licensor behind Pink Lady and Tenderstem has expanded its team with two new appointments.

Coregeo has appointed Lacey Bradshaw as marketing manager for Tenderstem and Lisa Kerr as marketing manager for new business.

Following Bradshaw's arrival, Theresa Richards, who was previously responsible for Tenderstem marketing in the UK, has taken on the new role of Bimi's marketing manager for Europe. Bimi is the brand name for Tenderstem in continental Europe.

Bradshaw was previously the senior marketing manager for Bel UK where her responsibilities included repositioning The Laughing Cow as a snack food and expanding the reach of the Mini Babybel brand. She has also worked as senior brand manager for a leading multivitamin brand.

"I want to inspire consumers to create easy, healthy meals using Tenderstem broccoli by

developing ideas and strategies that engage more people in experiencing the brand," said Bradshaw.

"Tenderstem has enjoyed phenomenal growth so the challenge is to continue its success in new and exciting ways."

With Coregeo seeing the continued growth of its brands – which also include Gem in avocados and Metis in stonefruit – Lisa Kerr has joined the team to help develop and strengthen the marketer's product portfolio.

Kerr, who moved to the UK from South Africa in 2018, has held senior marketing positions for a number of global food manufacturing and retail brands.

Her experience includes creating customer strategies, developing new products and driving customer-focussed campaigns and trade marketing initiatives. Clients have included McDonald's and Starbucks in South Africa.



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"I have an innate curiosity about consumer behaviour and trends, a passion for food and a real thirst for bringing new business concepts to life," said Kerr.

"I'm lucky enough to be able to combine all three in this exciting new role at Coregeo and look forward to the new challenges this role will present."

Coregeo's group head of marketing Michelle Evans said: "Lacey and Lisa's

breadth of knowledge and expertise is perfectly placed for the work we're doing at Coregeo to drive growth of our brands.

"We are always looking for the next delicious, fresh produce brand to take to market. By expanding our team, we will continue to grow our already successful portfolio and keep developing it."